

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144327/AO/2025
Date registered valid: 21 October 2025
Proposal: Installation of 3no. illuminated fascia signs
Address: Marks And Spencer, Manchester Royal Infirmary, Oxford Road,
Manchester, M13 9WL
Ward(s): Ardwick Ward

Applicant: Georgina Willis WHSmith Travel
Agent (if any): MR Richard Talbot Brooker Flynn Architects
Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: **Approve**
Date of recommendation: **10 December 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 14 November 2025

Standard consultations:

Printed: 27 October 2025 Expired: 17 November 2025

Neighbour notifications

Printed: 27 October 2025 Expired: 17 November 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

The site is a modern single storey building with glazing across the entirety of the frontage, and a fascia that wraps around the building. The site sits wholly within the bounds of the Manchester Royal Infirmary (MRI) estate and is only visible from internal MRI highways. The existing sits in close proximity to the Manchester Royal Infirmary Building, St Mary's Hospital, the MRI Undergraduate Centre and the Pattrick Cryne Building. The exiting fascia signage consists of non-illuminated two-dimensional panels, present at the site's three elevations.

Description of area

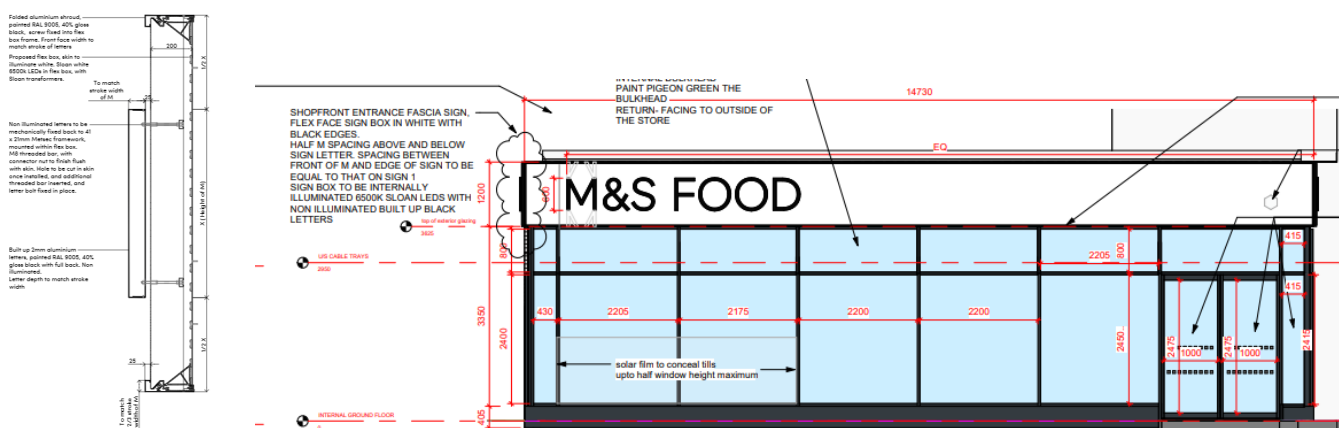
The area is at the fringe of the City Centre and is mainly characterised by the hospital's presence, outlined above and the University of Manchester Buildings, as well as supporting uses. The Whitworth Park Halls of Residence and Whitworth Park are nearby. Class E amenity uses (i.e. restaurants) within the MRI and along Oxford Road are also present.



The application site (foreground) and MRI building (background).

Description of development

Advertisement consent is sought for the installation of no.3 internally illuminated fascia signs.



Consultations & Notification Responses

Publicity

Letters have been sent out to local businesses and residents. No representations have been received.

Highway Services – No objections. The proposed signage would have sufficient headroom clearance. Proposed luminance of 300cd/m2 is acceptable.

Environmental Health – No comments or objections.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph

(1)(b)— (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

National Planning Policy Framework (2019)

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts

Issues

Visual Amenity

Policy DM1 requires that consideration siting, scale, materials, details and appearance inform all development decisions.

Policy DC14 requires that new advertisement proposals for shopfronts 'respect the form of the building and frontage' and the character of the area.

The Shopfront and Signage Design Guide requires that proposals include only one fascia sign per elevation, consist of individual letters and that designs are 'well integrated' to the host site.

The signage proposed would not be excessive or overly obtrusive. The signage would be sited at fascia level, thereby acceptable pursuant to policy DC14. The use of individual letters would be in accordance with the Shopfront and Signage Design Guide. The proposed signage materiality is considered to be high-quality aluminium, positioned so as not to obscure the architectural details or character of the site which would be in accordance with policy DC14 and the Shopfront and Signage Design Guide. The contemporary design matches that of the building and the scale is considered to be commensurate to the elevation.

The proposed no.3 fascia's are considered to be a positive contribution to the area and an improvement on the existing as the signage would have a high-quality materiality and appearance. The proposed change to an individual letter sign would also improve the appearance of the shopfront and enhance the visual amenity of the area. The letters have a depth of 25mm which would be in accordance with the requirements of the Shopfront and Signage Design Guide.

Public Safety

The proposed illumination level of 300cd/m² is considered to be acceptable, given this there are no other public safety concerns associated with the proposal pursuant to policy DC14 and Town and Country Planning (Control of Advertisements) Regulations 2007.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Condition(s) to be attached to decision for approval

- 1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

- 2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing: 22904 (Received 9 December 2025)

Drawing (Section): External Sign Details V.9 (5 November 2025)

Drawing (Signage Location Plan): 20004 (Received 21 October 2025)

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

- 3) Lighting shall be designed and installed so as not to exceed 300cd/m² at any time.

Reason -- To preserve amenity of nearby residents pursuant to policies DM1 and SP1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Outpatients Pharmacy, Manchester Childrens University Hospital, Hathersage Road,
Manchester, M13 0JE

Royal Manchester Eye Hospital, Oxford Road, Manchester, M13 9WL

Manchester Hospital School, Manchester Childrens University Hospital, Hathersage Road,
Manchester, M13 0JE

Manchester Childrens University Hospital, Hathersage Road, Manchester, M13 0JE

Cobbett House, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: CENTRAL